EXHIBIT A-1

February 11, 1998

Dear District Manager,

Your District will be participating in the 1998 Marlboro Van Program. The program will be executed for 11 weeks beginning the week of April 20, 1998 and ending July 4, 1998. Sales Promotion Representatives (SPRs) training will be the week of April 13, 1998. Once your local Field Marketing Inc. (FMI) Market Manager is hired he/she will be checking to see if this training can take place at the District office, to allow for easier participation by local Philip Morris personnel.

To provide retailers with the best possible program and increase sales, we need your help in the placement of vans and with the hiring of SPRs. Therefore, we are asking for some guidance from you before we secure warehouses and place ads. The ideal location for van storage location will be in the geographic center of the retail sites that the assigned van will be servicing. The design of the program allows for a 30-40 minute drive (one way) from the van storage area. With that in mind, please give some thought to the units these vans will be assigned to and complete the following section.

Your District has been allocated _____ vans, suggested placement should be:

Unit	# of Vans	Suggested Van Storage Area (s)	

Return the completed sheet via fax to your Field Marketing Inc. Market Manager no later than 1 week after initial review. Your input will be used to determine the van storage locations.

Sincerely,

Randy C. Douglas
Vice President

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